

CHARGE NUMBER: 1990
PROJECT TITLE: Blend Development
PROJECT LEADER: C. Moogalian
PERIOD COVERED: August, 1981

Blend development for new products and any necessary brand modifications will be the primary objectives for this newly-formed group. To help meet these objectives, basic studies with tobaccos and processing techniques will be correlated with their influence on various taste factors. The Blend Development Group will function in close association with the Leaf Department, and will assist other groups working with blend-related projects.

In addition to the above, blend development for Project Tomorrow and the Burley Reduction Program will be continued within this group.

I. PROJECT TOMORROW

The objective of this project is to develop a prototype(s) that will achieve a 60:40 preference among Marlboro smokers when tested against Marlboro.

Final preference results on the first three models to be POL tested in this project have been received. Results from those smokers expressing a preference are listed below. Final reports will be available in September.

	Percentages	
	<u>Marlboro</u>	<u>3157</u>
85 mm Marlboro smokers	50.6	49.4
Other 85 mm FF smokers	50.6	49.4
	<u>Marlboro</u>	<u>3158</u>
85 mm Marlboro smokers	58.9	41.1
Other 85 mm FF smokers	52.2	47.8
	<u>Marlboro</u>	<u>3160</u>
85 mm Marlboro smokers	44.4	55.6
Other 85 mm FF smokers	54.3	45.7

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3157 - Contains expanded Oriental instead of expanded Bright; also, some regular Oriental.

3158 - One half of the blend is partially expanded Marlboro strip blend. No by-products.

3160 - Similar to 3157, but larger amount of expanded Oriental. No regular Oriental.

All the above models contain the Marlboro flavor system. We will submit 3160 without aftercut to the Flavor Development Division to obtain a more tailored aftercut. Some minor blend adjustments will also be investigated.

We have a modified version of 3158 which screened well against Marlboro. Harshness appears to be the objection to 3158 among the POL panelists. The modified version is considerably milder. It differs blendwise from 3158 in that it has half the level of partially expanded Marlboro strip blend and contains by-products.

Internal screenings of blends containing 15% of an expanded Bright-Oriental mixture have looked very promising. We will request POL's on two of these blends.

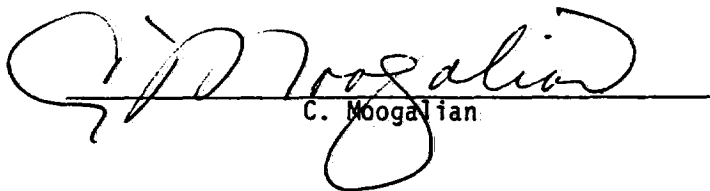
II. BURLEY REDUCTION PROGRAM

Due to a shortage of burley production the last two years and an expected shortage again this year, a program to help reduce burley usage in our products was initiated.

Marlboro, Benson & Hedges 100's, and Merit samples with 3% reduction in Burley (replaced by Bright) and 10% reduction in Burley spray rate were requested for POL tests after successful internal screenings. The Marlboro (3174) and the Benson & Hedges 100's (6035) have been made and shipped. The Merit (4235) is awaiting smokers. Preliminary results for the Marlboro and B&H 100's are expected in September.

III. MISCELLANEOUS

Two of our members, L. F. Filosa and C. Moogalian, participated with L. C. Jennings in a three-day seminar presented in the Leaf Department. Cigarette construction, flavor, and blend were topics of the seminar.


C. Moogalian

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